



MODULE NAME: PRS
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Assignment 1: Presentation

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Introduction

This presentation will look at Green Haven Florist and the problems it faces because of internal and external pressures.

I will look at the background through a 5W2H and a Pestle Analysis and conclude with a Fishbone diagram to show cause and effect.

Company background



Green Haven Florists

- Founded: In 2016
- Owners: Liam and Priya Patel
- Sells: Decline in Revenue
- Strength: Strong community ties
- Location: Norwich

Problem: nature and scope

5W2H

Who: Liam and Priya Patel

What: The main issue is 30% decline in store sales (Revenue fall)

Where: This occurs in their store at Norwich
(Green Haven Florists)

When: It happens 12-months ago

Why: Due to rising costs, online competition,
outdated website.

How: Losses of foot traffic, client switching to online

How much: 30% decrease in sales and increase in
operational cost in the last 12 months

PESTEL ANALYSIS: Green Haven Florists

POLITICAL: Government policies affecting retail sector as well as import regulations and tariffs on flowers has increase cost.

ECONOMIC: Rising supplier cost of flower like tulips and orchids due to supply chain disruptions, and inflation. Also, two new competitors offering lower prices and discount.

SOCIAL: Customer shifting to online shopping. Demand for convenience and same-day delivery. Changing high street shopping habits, in other words reduced foot traffic

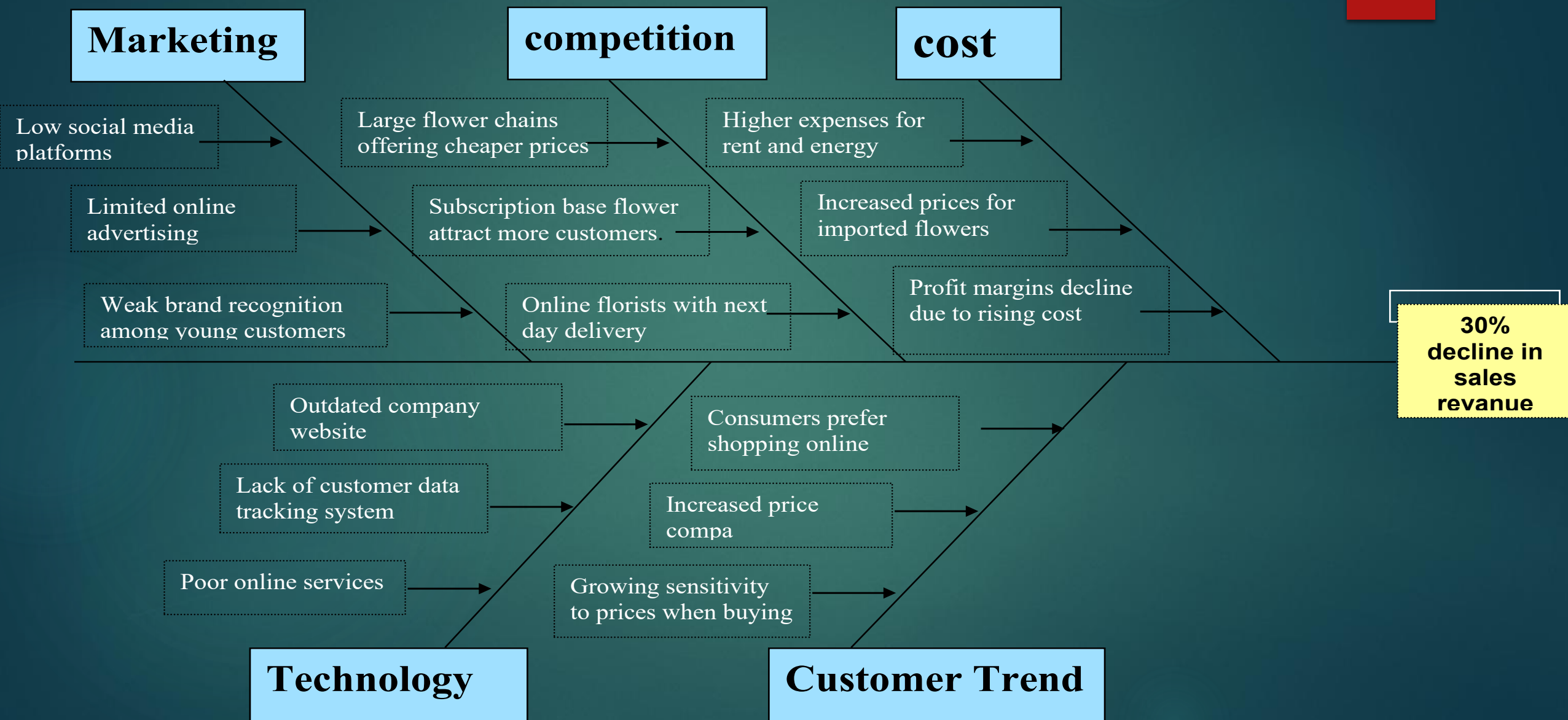
PESTLE ANALYSIS:

Green Haven Florists

- ▶ **TECHNOLOGICAL:** E-commerce growth, competitors using social media for sale and advertising, while they are still using an outdated website
- ▶ **LEGAL:** Consumer protection laws such as refunds and delivery issues.

ENVIRONMENT: commitment to sustainable materials and locally sourced flowers increases operational costs.

Cause and effect analysis: Fishbone diagram



Conclusion

The decline in Green Haven Florists in-store sales is mainly influenced by economic pressure, technological gaps (online presence), and changing in social shopping behaviours.

To remain competitive, the business needs to improve digital capabilities, marketing, and delivery services while managing rising cost

References

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Questions